

HHW Public Education Through the “Big Box” Home Improvement Stores

2004 Statewide
HHW/Used Oil Conference
Sacramento

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Overview

- Background
- Goals/Objectives
- Scope of Effort
- Evaluation

Why work with these stores?

- The Background
 - Research
 - Audience
 - Motivators
 - Geographic area



Background - research

- LA County Survey on Do-It-Yourselfers (DIY'ers) – April 1996
 - Over 70% of residents buy either lawn chemicals or paints at the large home improvement stores
 - DIY'ers on average visit these stores just under 10 times in 6 months

Background - research

- LA County Segmentation Study
 - Target audiences
 - Neat Neighbors
 - Fix-it Foul-ups



Background - research

- LA County Segmentation Study
 - Motivators
 - Children/Family
 - Takes pride in DIY'er projects



Background

- The program was originally developed for LA County's HHW Program
- The program has since been adapted for four Stormwater Programs
 - City of Los Angeles
 - County of San Bernardino
 - County of Riverside
 - City of Oxnard

Background



Program started with the following stores:

- Home Depot
- Lowe's
- Orchard Supply Hardware (OSH)



Background

- Overall home improvement stores are
 - Targeted
 - Over 70% of DIY'ers are customers
 - Visited Frequently
 - Average 20 visits per year
 - Influential
 - Important information source for HHW users

What are we trying to accomplish?

- Goals
- Objectives



Goals

- Change behavior:
 - Increase proper disposal of hazardous products
 - Increase pollution prevention efforts (i.e., implementation of BMPs)
 - Reduce purchasing/use of hazardous products
- Meet NDPES Permit requirements

Objectives

Strategically reach our target audience

- Through spokesperson/endorsement most credible to our audience
 - “Co-Branding”
- At a time and place where we can best influence behavior
 - Point of purchase
 - Event promotion

How does the partnership educate our audience?

- Employee Training
- Point of purchase advertising
- Event promotion



Employee Training

Purpose

- Enlist advocates on the “frontlines”
- Use influence/credibility of the store/employees (co-branding)
- Multiply messengers for the program



Employee Training

Objective

- Educate employees on the program/BMPs
- Give them a resource
- Get information in their manual



Employee Training

Implementation:

- Presented info at storewide meetings
- Conducted training for key departments
- Participated in “Product Knowledge” trainings
- Distributed info through company’s in-store trainings



Point of Purchase Advertising

Purpose

- Inform residents about HHW disposal and BMPs
- Provide resource information that they can take home
- Motivate on a more subliminal level source reduction



FERTILIZER SAFETY TIPS:

Many fertilizers contain toxic chemicals harmful to people and the environment. To keep your yard healthy and children safe, take these easy steps.

- Read the product label and use only as directed.
- Avoid over-fertilizing.
- It may be unsafe for children and pets to be in the area after applying chemical fertilizers. Read the directions on the product.
- Avoid over-watering after fertilizing, so excess water doesn't run into the street and carry fertilizer with it.
- Never apply fertilizer before a rain.
- **Take unwanted fertilizer to a Household Hazardous Waste Collection Event. Call 1(888)CLEAN LA or visit www.888CleanLA.com for the date and location of an event near you.**

Point of Purchase Advertising

Objective/Implementation

- Place shelftalkers near hazardous products in the stores
- Place information tearsheets near products
- Place posters at entrance/exit



Event Promotion

Purpose:

- Promote collection event to customers
- Answer questions regarding proper disposal



Event Promotion

- Objective
 - Proactively give information to residents
 - Address issues/questions residents have regarding HHW



Event Promotion

Implemented

- Cashiers bag stuffed event flyers
- Set up info table on weekends
- Distribute information through “how to” clinics



So what did you accomplish?

Evaluation

- Partnership numbers
- Economic valuation
- Change in behavior



Evaluation

Partnerships

- 70 stores participating
- 4200 employees trained



Evaluation

Partnerships

- Expanded program to include:
 - Other big box stores (Wal-Mart, Target, K-Mart)
 - Smaller outlets (hardware, paint stores, nurseries)
 - Auto-parts stores

Evaluation

Economic valuation

- Point of purchase ads
 - \$131 per month
 - \$12,576 value per year (8 ads)

Evaluation

Behavior change

- Less effective with temporary events
- More effective with permanent locations

Evaluation

Behavior change

Permanent Location

- 36% heard info through POP
- 15% mass media (newspaper, radio, outdoor)
- POP over 4 times as cost effective per dollar spent than mass media

Evaluation

Behavior change

- Additional research/evaluation is needed for the following:
 - Cost-effectiveness of employee trainings
 - Effectiveness regarding BMP education

Lessons learned

Keys to building a partnership:

1. No one likes to cold call, but that's where it starts
2. Be patient, but persistent
3. Start out small – get your foot in the door
4. Foster the relationship
5. Keep asking for more

Conclusion

1. Outreach through partnerships are very cost-effective
2. Know your audience and who they listen to
3. Determine your educational objective
4. Build a relationship

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